

Convenience Store Presentation

1. Give an overview about Change the Future WV- You can use the Change The Future Fact Sheet for talking points. Important areas to focus on are what our grant is trying to do with healthy lifestyles.
2. With the store, we want to improve fruit and vegetable (with an emphasis on fresh) accessibility and promotion
 - a. We want to improve the overall health and well-being of the residents in WV, especially those with a low-income who feel they can't afford healthy items.
 - i. We can assist in finding produce suppliers and negotiate a possible price break.
 - ii. We can assist in placement of FFV in your store.
 - b. How receptive are you to these ideas?
3. Several convenience stores have piloted placement of FFV in their stores in Change the Future WV bins. These stores are providing fresh fruits and vegetables in prominent locations. Parents enjoy being able to pick up a healthy snack as they pay for gas or pick up milk.
 - a. Our grant has provided guidelines for Change the Future Convenience Store initiative.
 - b. We can provide bins, baskets or refrigeration unit with the Change the Future logo to display fresh fruits and/or vegetables.
 - c. How receptive are you to the idea of participating in locating FFV in your store?
 - d. Do you see any barriers associated with this goal?
4. A large part of our grant is evaluating the changes we are making in the community. If you agree to place our bins and signage in your store, would you share the sales data for items sold?
5. Change The Future WV would like to assist in the marketing and promotion of fresh fruits and vegetables in your store.
 - a. Studies have shown that displaying produce in other areas of the store may encourage purchasing.
 - i. Would any of the Change The Future bins or refrigeration units work in your store?
 - b. We also have signage that you could use in your store to highlight the availability of FFV choices in your store.
 - i. Would any of these signs work for your store?
 - c. By agreeing to make some of these great changes for the health of our community, we would like to acknowledge you as a Change The Future WV Store.
 - i. Can we place a thank-you ad in the local newspaper featuring your store's name?
 - ii. Can we list your store's name on our Change The Future WV website?
 - iii. Would you place a Change The Future WV window cling in your store? (Make sure you ask quantity and size.)
6. Thank you so much for meeting with me today. I am going to summarize all of the things we talked about today in writing and I'll call for a follow-up visit. I'll place the order for your store items (if they wanted any) immediately so you'll have them as soon as possible. I appreciate all you're doing to increase the access of fresh fruits and vegetables in the community.